## **ORDER**

Orders	Order / Rev:	101895		
	Alt Order #:	06815354		
	Product Desc:	OCEGUERA 4 CONGRESS		HD
	Estimate:	1189		KSNV
	Flight Dates:	10/30/12 - 11/06/12	Primary AE:	Amy McCreary
	Original Date / Rev:	05/21/12 / 10/25/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.	<u> </u>	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Oceguera for Congress	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	
10/29/12	11/06/12	46	\$30,680.00	\$26,078.00	

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	46	\$30,680.00	\$26,078.00	0.00
Totals	46	\$30,680.00	\$26,078.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$30,680.00
Market	100%	\$153,400.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,884.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$32,214.00
KTUD	1%	\$1,534.00
KVVU	22%	\$33,748.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$15,340.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeL	lpw/Wa <b>G</b> M	5-6a	MTWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
				M-F 5-6a Wakel	Jp w/Wagners								
	WAKE (	JP WITH T	THE WAGN	NERS REV RATE									
	WAKE (	JP WITH T	THE WAGN	NERS									
	Sta	rt Date I	End Date	Weekdavs	Spots/Week	Rate	Rating						

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Order / Rev: 101895 Advertiser: Oceguera for Congress

Alt Order #: 06815354 Product Desc: OCEGUERA 4 CONGRESS KSNV

Flight Dates: 10/30/12 - 11/06/12 Estimate: 1189

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/30/1	2 11/05/12	M-F 5-6a Wakel		5-6a	MTWTF-	- :30	4	\$450.001	0.00 NM	4	\$1,800.00
		THE WAGN	M-F 5-6a Wake IERS REV RATE IERS									
Sta Week: 10/	rt Date	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00						
Spot Ch	Date Ra	nge D	escription	Star	t/End Time	0.00	Weekdays	Leng		Rtg Type		
	' 10/30/12 e MG 1.5		1-F 5-6a WakeUp	w/Wagner.5-6a			MTWThF	- :3	30 <del>(\$450.00)</del>	0.00 NM		
			E] NOT AVAILAB	SLE RATE								
			1-F 5-6a WakeUp	w/Wagner.5-6a			MTWThF	- :3	30 <del>(\$450.00)</del>	0.00 NM		
	e MG 1.5 OT AVAI		E] NOT AVAILAB	SLE RATE								
			1-F 5-6a WakeUp	w/Wagner.5-6a			MTWThF	- :3	30 <del>(\$450.00)</del>	0.00 NM		
	<i>e MG 1.5</i> OT AVAI		E] NOT AVAILAB	SLE RATE								
5 KSNV	10/30/12	2-11/05/12 M	I-F 5-6a WakeUp				MTWThF	- :3	0 \$450.00	0.00 NM		
[RE		RATE TO RE										
_	10/30/12 for 1.2,1		I-F 5-6a WakeUp	w/Wagner:5-6a			MTWThF	- :3	0 \$450.00	0.00 NM		
-		RATE TO RE	INSTATE]									
_			I-F 5-6a WakeUp	w/Wagner:5-6a			MTWThF	- :3	0 \$450.00	0.00 NM		
-	6 for 1.2,1 EVISED F	1.4,1.3 RATE TO RE	INSTATE]									
E 2 KSNV	11/06/1	2 11/06/12	M-F 5-6a Wakel		5-6a	- T	- :30	1	\$450.00 1	0.00 NM	1	\$450.00
		THE WAGN	M-F 5-6a Wake IERS REV RATE IERS									
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
			M-F 6-7a Wakel	<u>-</u>	6-7a	MTWTF-	- :30	5	\$700.001	0.00 NM	5	\$3,500.00
		THE WAGN	M-F 6-7a Wake IERS REV RATE IERS									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/05/12	MTWTF M-F 6-7a Wakel	5 In w/Wa6M	\$700.00 6-7a	0.00 - T	- :30	1	\$700.00 1	0.00 NM	1	\$700.00
L 4 NONV	1 1/00/1	2 11/00/12	M-F 6-7a Wake		0-7 a	- 1	50		Ψ700.00 1	0.00 14101	<b>'</b>	Ψ700.00
		THE WAGN	IERS REV RATE IERS									
Sta Week: 11/	rt Date	End Date 11/11/12	<u>Weekdays</u> - T	Spots/Week	<u>Rate</u> \$700.00	Rating 0.00						
E 5 KSNV				CM	658a-9am	MTWTF-	- :30	2	\$900.001	0.00 NM	2	\$1,800.00
			Today Show									
TODAY		REV RATE 8	KFKEQ									
Sta Week: 10/	rt Date 30/12	End Date 11/05/12	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
E 6 KSNV	11/06/1	2 11/06/12		CM	658a-9am	- T	- :30	1	\$900.001	0.00 NM	1	\$900.00
TODAY TODAY		REV RATE 8	Today Show FREQ									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/ E 7 KSNV		11/11/12 2 11/03/12	News 3 Sunrise	- Saturom	\$900.00 6a-7a	0.00	- :30	1	\$350.001	0.00 NM	1	\$350.00
		NRISE REV	News 3 Sunrise									
NEWS 3	3 AT SU	NRISE			_							
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 13 KSNV				CM	10am-11am	- T	- :30	1	\$325.00 1	0.00 NM	1	\$325.00

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Order / Rev: 101895 Advertiser: Ocequera for Congress

11/05/12

11/05/12

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Alt Order #: 06815354 Product Desc: **OCEGUERA 4 CONGRESS KSNV** 

10/30/12 - 11/06/12 1189 Flight Dates: Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F Today Show III 4th H Today 4th Hour TODAY SHOW III REV RATE TODAY SHOW III Start Date Weekdays Spots/Week Rating **End Date** Rate Week: 11/05/12 11/11/12 - T- - - -\$325.00 0.00 E14 KSNV 10/30/12 11/05/12 СМ MTWTF--:30 \$325.001 0.00 NM Rachael Ray 11am-12pm 1 \$325.00 Rachael Ray RACHEL RAY REV RATE & FREQ RACHEL RAY Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/30/12 11/05/12 MTWTF--\$325.00 0.00 Weekdays Ch Date Range Description Start/End Time Length Rate Rtg Type Spot 1 KSNV 10/30/12-11/05/12 Rachael Ray 11am-12pm MTWThF----:30 (\$325.00) 0.00 NM See MG 14.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/30/12-11/05/12 Rachael Ray 11am-12pm MTWThF----.30 \$325.00 0.00 NM (H) MG for 14.1 11/02 [REVISED RATE TO REINSTATE] E 15 KSNV 11/06/12 11/06/12 Rachael Ray CM 11am-12pm - T- - - -:30 \$325.00 1 0.00 NM \$325.00 Rachael Ray RACHEL RAY REV RATE RACHEL RAY Spots/Week Rating Start Date End Date Weekdays Rate \$325.00 Week: 11/05/12 11/11/12 0.00 E 16 KSNV 10/30/12 11/05/12 Noon News CM 12-1230pm MTWTF--:30 \$425.001 0.00 NM \$1,700.00 Noon News NEWS 3 AT NOON REV RATE & FREQ **NEWS 3 AT NOON** Weekdays Spots/Week Rating Start Date **End Date** Rate MTWTF-Week: 10/30/12 11/05/12 \$425.00 0.00 E 17 KSNV 10/30/12 11/05/12 The Doctors CM 2pm-3pm MTWTF--:30 3 \$325.001 0.00 NM 3 \$975.00 The Doctors THE DOCTORS REV RATE THE DOCTORS Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/30/12 11/05/12 MTWTF--\$325.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot 1 KSNV 10/30/12-11/05/12 The Doctors 2pm-3pm MTWThF----:30 <del>(\$325.00)</del> 0.00 NM See MG 17.4,17.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE MTWThF----<del>(\$325.00)</del> 0.00 NM 3 KSNV 10/30/12-11/05/12 The Doctors 2pm-3pm See MG 17.4,17.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 10/30/12-11/05/12 The Doctors 2pm-3pm MTWThF----:30 \$325.00 0.00 NM MG for 17.1,17.3 [REVISED RATE TO REINSTATE] 5 KSNV 10/30/12-11/05/12 The Doctors MTWThF----.30 \$325.00 0.00 NM 2pm-3pm MG for 17.1,17.3 [REVISED RATE TO REINSTATE] E 18 KSNV 11/04/12 11/04/12 News 3 Today Wknd CM ----S :30 \$500.001 0.00 NM \$500.00 9a-930am News 3 Today **NEWS 3 TODAY/WKEND REV RATE NEWS 3 TODAY/WKEND** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 ---S \$500.00 0.00 E 19 KSNV 10/30/12 11/05/12 Dr. Phil CM MTWTF--:30 \$450.001 0.00 NM \$1,350.00 3-4p 3 3 Dr Phil DR. PHIL REV RAET DR. PHIL Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/30/12 MTWTF--

3

CM

\$450.00

4-5pm

0.00

3

0.00 NM

\$2,175.00

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Order / Rev: 101895 Advertiser: Oceguera for Congress

**NEWS 3 NIGHTSIDE REV RATE** 

**End Date** 

11/04/12

Weekdays

---S-

Spots/Week

**NEWS 3 NIGHTSIDE** 

Start Date

Week: 10/29/12

Alt Order #: 06815354 Product Desc: OCEGUERA 4 CONGRESS KSNV

Flight Dates: 10/30/12 - 11/06/12 Estimate: 1189

Ln Ch Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start Fnd NEWS 3 at 4 (1 HOUR) MIWIT 20 KSNV 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR REV RATE & TP FIRST NEWS 3 AT FOUR Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/30/12 11/05/12 MTWTF--3 \$725.00 0.00 E 22 KSNV 10/30/12 11/05/12 СМ 0.00 NM M-F Early News 5-630p MTWTF--:30 2 \$1,200.001 2 \$2,400.00 M-F Early News EARLY NEWS REV RATE & FREQ **EARLY NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/30/12 11/05/12 MTWTF--\$1,200.00 0.00 E 23 KSNV 10/30/12 11/05/12 M-F Jeopardy MTWTF--CM 630-7pm :30 2 \$1,300.001 0.00 NM 2 \$2,600.00 M-F Jeopardy JEOPARDY REV RATE & FREQ **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--2 \$1,300,00 Week: 10/30/12 11/05/12 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type MTWThF----3 KSNV 10/30/12-11/05/12 M-F Jeopardy :30<del>(\$1,300.00)</del> 0.00 NM 630-7pm See MG 23.5.23.6 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 10/30/12-11/05/12 M-F Jeopardy 630-7pm MTWThF----:30<del>(\$1,300.00)</del> 0.00 NM See MG 23.5,23.6 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/30/12-11/05/12 M-F Jeopardy 630-7pm MTWThF----:30 \$1,300.00 0.00 NM MG for 23.4,23.3 [REVISED RATE TO REINSTATE] 6 KSNV 10/30/12-11/05/12 M-F Jeopardy 630-7pm MTWThF----:30 \$1,300.00 0.00 NM MG for 23.4,23.3 [REVISED RATE TO REINSTATE] E 24 KSNV 10/30/12 11/05/12 M-F Wheel СМ 7-730pm MTWTF--.30 2 \$1,300.001 0.00 NM 2 \$2,600.00 M-F Wheel of Fortune WHEEL OF FORTUNE REV RATE & FREQ WHEEL OF FORTUNE Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF--2 \$1,300.00 Week: 10/30/12 11/05/12 0.00 Weekdays Ch Date Range Start/End Time Length Description Rate Rtg Type Spot 1 KSNV 10/30/12-11/05/12 M-F Wheel MTWThF----:30(\$1,300.00) 0.00 NM 7-730pm See MG 24.5,24.6 [Below LUR-LUR is \$260] 4 KSNV 10/30/12-11/05/12 M-F Wheel 7-730pm MTWThF----:30<del>(\$1,300.00)</del> 0.00 NM See MG 24.5,24.6 [Below LUR-LUR is \$260] 5 KSNV 10/30/12-11/05/12 M-F Wheel 7-730pm MTWThF----:30 \$1,300.00 0.00 NM MG for 24.1,24.4 [REVISED RATE TO REINSTATE] 6 KSNV 10/30/12-11/05/12 M-F Wheel 7-730pm MTWThF----:30 \$1,300.00 0.00 NM MG for 24.1,24.4 [REVISED RATE TO REINSTATE] 10/30/12 11/05/12 M-F News 3 at Eleven MTWTF--:30 11pm-1135pm 3 \$1,200.001 0.00 NM \$3,600.00 M-F News 3 at Eleven NEWS 3 NIGHTSIDE REV RATE & FREQ **NEWS 3 NIGHTSIDE** Week<u>days</u> Spots/Week Rating Start Date **End Date** Rate MTWTF-Week: 10/30/12 11/05/12 \$1,200.00 0.00 E 34 KSNV 11/03/12 11/03/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ---S-:30 1 \$1,100.001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven

Rating

0.00

Rate

\$1,100.00

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Order / Rev: 101895 Advertiser: Oceguera for Congress

Alt Order #: 06815354 Product Desc: OCEGUERA 4 CONGRESS KSNV

Flight Dates: 10/30/12 - 11/06/12 Estimate: 1189

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E35 KSNV	11/04/12	11/04/12	Sa-Su News 3 at E		11pm-1135p	omS	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
			Sa-Su News 3 at I	Eleven							
		IDE REV R	ATE								
NEWS 3	3 NIGHTS	IDE									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2	29/12	11/04/12	S	1	\$1,100.00	0.00					
N39 KSNV	11/04/12	11/04/12	LAW & ORDER (L	F) CM	Sat 1-2am /	Sun 1:S	:30	1 \$45.003	0.00 NM	1	\$45.00
			Law & Order (LF)								
ADDED	L&O										
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2	29/12	11/04/12	S	1	\$45.00	0.00					
N40 KSNV	10/30/12	11/02/12	Today-AN	СМ	205a-304a	- TWTF	:30	2 \$30.004	0.00 NM	2	\$60.00
			Today-AN								
ADDED	TODAY F	REPEAT	·								
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/2	29/12	11/04/12	- TWTF	2	\$30.00	0.00					

Totals 46 \$30,680.00